

The Linguistic Landscapes of Tourism

Wednesday 15 June 2022
Glaspavillon: R12 S00 H12
14:00 - 17:30

WORKSHOP PROGRAM

14:00 - 14:10

Welcome

14:10 - 14:40

**Touristy Linguistic Landscape alongside the Garden Route National Park
in Eastern Cape, South Africa**

Dr. Michael M. Kretzer, Ruhr University Bochum & University of the
Western Cape

14:40 - 15:10

Touring warscapes

Prof. Dr. Maida Kosatica, University of Duisburg-Essen

15:10 - 15:30

Discussion Block I

Coffee Break

16:00 - 16:30

The Commodification of Tetun in the LL of Dili, Timor-Leste

Dr. Melody Ann Ross, University of Duisburg-Essen

16:30 - 17:00

Metatouristic Linguistic Landscape: The Case of Greece in Europa-Park

Prof. Dr. Florian Freitag, University of Duisburg-Essen, **Prof. Dr. Martina
Schrader-Kniffki**, Johannes Gutenberg University Mainz

17:00 - 17:20

Discussion Block II

17:20 - 17:30

Workshop Closing Remarks

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Touristy Linguistic Landscape alongside the Garden Route National Park in Eastern Cape, South Africa

Dr. Michael M. Kretzer, Ruhr University Bochum & University of the Western Cape

Language policy in South Africa is a contested area, focusing on the status of Afrikaans and English and the role of the other nine official indigenous languages. Overall, English dominates all spheres of life. African Languages are used to a lesser extent but to varying degrees. The research was conducted in the Sarah Baartman District in the Eastern Cape Province, which is one of the fewer visited provinces by tourists, but it is part of the Garden Route National Park. Over 400 examples of designed tourist signs to reflect the LL were analyzed. The vast majority of the touristscapes were multimodal, but solely monolingual or hybrid English signboards. Only few boards included Afrikaans and were fully bilingual. Such boards were mainly the older ones. IsiXhosa, the dominant African Language of the province, was nearly invisible and excluded, at least on fully bi- or trilingual boards, which included Afrikaans, English and isiXhosa. Only very few boards used isiXhosa or utilized some linguistic or cultural hybridity through the usage of isiXhosa. Such boards were primarily related to general service or warning boards rather than tourism. The rest of South Africa's linguistic repertoire and international languages were also not visible. However, significant numbers of international tourists arrive from non-English native countries, such as France, Germany, or Spain, but also various Asian countries. Therefore, the LL did not reflect the socio-cultural situation with its isiXhosa-speaking dominance in the Eastern Cape or its tourist visitors' diverse linguistic backgrounds.

Touring warscapes

Prof. Dr. Maida Kosatica, University of Duisburg Essen

In this talk, I survey warscapes as the aspect of landscape constituted by the tokens and traces of war violence. Aiming to push the borders of linguistic warscapes, I consider relevant findings and publications in the field of Linguistic Landscape which look into the sites of clash and disruption. As the trails of war appear in myriad strands of tourist practices and realities, I evidence Bosnia-Herzegovina's contemporary warscape with public texts and visuals primarily aimed at tourists who visit the capital of Sarajevo. Taking an analytical tour of the city, I sketch three quintessential tourist 'genres' (War tours advertisement, Souvenirs and Museum exhibitions) accomplished in a way that goes hand-in-hand with the prevalent war memory and ongoing tensions in this post-war country. In doing so, I show how a warscape connected to and advocating broader socio-political realities, meaningfully and affectively pertains in a tourism landscape.

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The Commodification of Tetun in the Tourist Landscape of Dili

Dr. Melody Ann Ross, Universität Duisburg-Essen

Tetun Dili, the co-official language of Timor-Leste, does not enjoy comfortable administrative equilibrium with its colonial counterpart, Portuguese, and historically never has (McAlister 2012). But, as the undisputed lingua franca of the country and amongst the worldwide Timorese diaspora, Tetun carries significant cultural capital and social meaning in the Timorese community (Kroon and Kurvers 2020). Local indigenous languages have long been integrated in tourist landscapes as part of the whole cultural experience (Heller et al. 2014), and Tetun is no different. Just as the Irish language is mobilized in some of the Republic of Ireland's tourist towns as a valuable tourist commodity indexing 'authenticity' (Moriarty 2015), or Ecuadorian Kichwa is deployed symbolically to indicate the presence of 'traditional' culture (Litzenberger 2018), so Tetun is deployed in tourist spaces to present an image of inter-cultural welcome and palatable indigenous values to outsiders. This paper looks at the ways that language in general is deployed in tourist-facing services such as hotels, restaurants, souvenir shops, dive shops, and tour operators, with specific focus on the incorporation of Tetun as a marker of Local-ness.

Metatouristic Linguistic Landscapes: The Case of Greece in Europa-Park

Prof. Dr. Florian Freitag, University of Duisburg Essen and Prof. Dr. Martina Schrader-Kniffki, Johannes Gutenberg University Mainz

Metatouristic theme parks offer visitors plurimedial and multisensory spaces that seek to immerse them into the tourist experience of other places. While theme parks and language have been largely ignored in linguistic landscape and theme park research, respectively, we argue that alongside and in interaction with architecture, landscaping, film, music, performance, painting, and sculpture, written language is central to the parks' multimodal landscapes and that theme parks offer intriguing insights into the symbolic or commercial uses of language in (tourism and themed) linguistic landscapes. More specifically, we seek to show how the simulation of touristic Mykonos in Europa-Park's "Griechenland" section also includes a simulation of the island's tourism linguistic landscape which, in analogy to the metatouristic landscape of the theme park, may be referred to as a metatouristic linguistic landscape. That is, while all of the signs visible in "Griechenland" have been designed (or at least been approved) by Europa-Park and exclusively address the park's visitors, the park constructs a complex touristic linguistic landscape with a multiplicity of sign producers and addressees. In addition, however, and unlike other sections of Europa-Park, "Griechenland" also draws on different (Greek and Latin) writing systems and "mimicry" or "simulation" typefaces to sprinkle the metatouristic linguistic landscape with puns and jokes that significantly add to the leisure atmosphere of the park.